

# SCIENCE TECHNOLOGY & TELECOMMUNICATIONS COMMITTEE

October 17, 2013

**CHRISTINE ANDERSON**

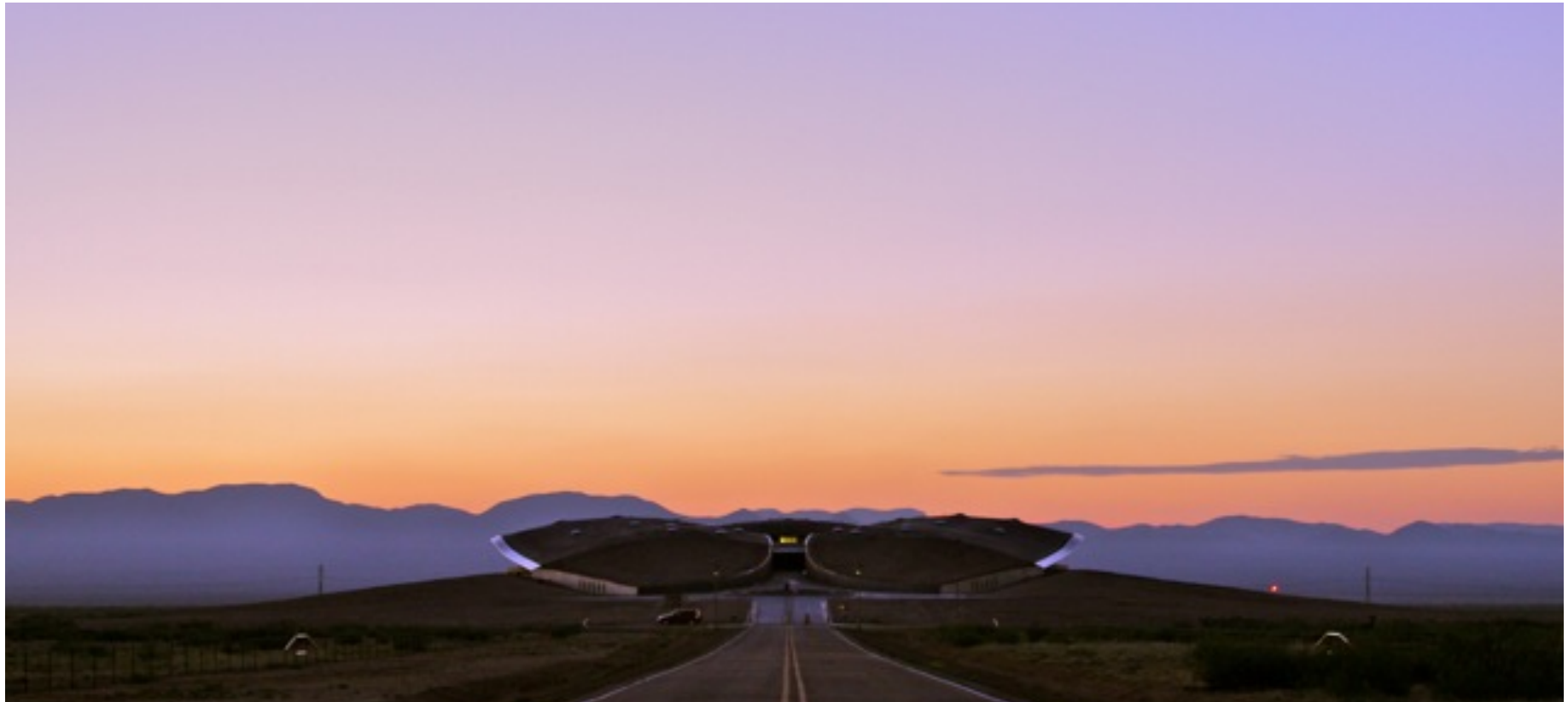
**Executive Director**

New Mexico Spaceport Authority



**SPACEPORT**AMERICA

where we offer the world an invitation to space



*join us*

# PHASE 1 COMPLETE

- ✓ Virgin Galactic Gateway to Space
- ✓ 12,000 ft runway
- ✓ Spaceport Operations Center
- ✓ Fuel Storage Depot
- ✓ Wastewater Treatment Plant
- ✓ 1.3M gallon Water Storage Facility and Booster Station
- ✓ Communication/Security System
- ✓ Internal Roads
- ✓ Fencing and Gates
- ✓ Electrical Substation and 7 miles of distribution line
- ✓ Automated Weather Observing System

# “VIRGIN GALACTIC GATEWAY TO SPACE”



# SPACEPORT OPERATIONS CENTER



# SPACEPORT AMERICA SELF-CONTAINED “CITY”



**FUEL STORAGE DEPOT**



**12,000 FT SPACEWAY 16-34**



**WASTEWATER TREATMENT PLANT**



**1.3M GAL WATER STORAGE &  
BOOSTER STATION**



**COMMUNICATIONS SYSTEM**



**AWOS III WEATHER STATION**



# LAUNCH STATUS

# INFORMED CONSENT LEGISLATION

- **LIABILITY PROTECTION FOR SPACE SUPPLY CHAIN AND MANUFACTURERS**
- **FEB 7 – BILL PASSED UNANIMOUSLY THROUGH NM LEGISLATURE**
- **APRIL 2 - GOV. MARTINEZ SIGNED BILL AT SPACEPORT AMERICA**



Expanded protections keep NM competitive in commercial space industry



- **RECENT SL-7 FLIGHT ON JUNE 21**
- **NASA FLIGHT OPPORTUNITIES PROGRAM**  
First flight to reach space
- **NASA, DoD, FAA, AND NM STUDENT PAYLOADS**
- **OCTOBER LAUNCH DELAYED DUE TO GOVERNMENT SHUTDOWN**

19 Vertical launches to date from Spaceport America

# NEW TENANT: SPACE X

- **3 YEAR LEASE (PLUS TWO 1 YEAR OPTIONS) SIGNED APRIL 24 2013**
- **FLIGHT TESTING OF GRASSHOPPER VERTICAL TAKEOFF & LANDING VEHICLE**



# ANCHOR TENANT: VIRGIN GALACTIC

- VG CONTINUES TESTING IN MOJAVE
- SECOND HOT FIRE INTEGRATED ROCKET TEST WITH FEATHER MANEUVER ON SEPT 5 2013
- VG CONTINUING GATEWAY FIT-OUT
- PREPARING FOR FLIGHTS FROM NM



# EMERGENCY RESPONSE VEHICLES



Left to Right: Brush Truck, ARFF, Ambulance, (Pumper on order)

# PHASE 2 – IN PROGRESS

- **FAA SPACEPORT LICENSE RE-CERTIFICATION**
- **OPERATIONAL POLICIES AND PROCEDURES**
- **SPACEPORT OPERATIONS CENTER FIT-OUT**
- **SOUTHERN ROAD**
- **VISITOR EXPERIENCE**

# BUSINESS MODEL

## VERTICAL AND HORIZONTAL SPACE LAUNCH



## TOURISM



2 major lines of business – both are needed for long-term success



# **VISITOR EXPERIENCE**

# VISITOR EXPERIENCE (VE) OVERVIEW

- FUN, IMMERSIVE, INTERACTIVE
- SCIENCE, TECHNOLOGY, ENGINEERING & MATH EDUCATIONAL FAMILY EXPERIENCES
- HIGHLY PERSONALIZED
- BROAD INDUSTRY PARTICIPATION
- UNIQUE GLIMPSE INTO THE FUTURE OF TRANSPORTATION



# VISITOR EXPERIENCE COMPONENTS



## SPACEPORT VISITOR CENTER

Starting point for Visitor Experience  
6,000 sq.ft. transportation & story hub near highway



## SHUTTLE TRANSPORTATION

Mobile theater  
1-hour inbound / outbound journey to & from Spaceport



## SPACEPORT CENTRAL

26,000 sq.ft. on-site visitor facility  
3D Theater, exhibit hall, interactives, payload processing



## FLIGHTLINE TOUR/GATEWAY TO SPACE

1-hour escorted Spaceport property tour, including  
Virgin Galactic Gateway To Space

# SPACEPORT VISITOR CENTER

## EXIT 79 IN T OR C



# NEW MEXICO TRUE TRAILHEAD



# APPROACH TO SPACEPORT CENTRAL ON-SITE AT SPACEPORT



# SPACEPORT CENTRAL



# SPACEPORT CENTRAL ACTIVITIES



# SPACEPORT CENTRAL 3D THEATER





**MEDIA/OUTREACH/MARKETING**

# NMSA MARKETING / OUTREACH ACTIVITY



- Conference participation
- Commercial Spaceflight Federation Member
- Direct solicitation
- Speaking engagements
- Public Tours with Follow the Sun
- Monthly media tours
- Monthly newsletters
- Media Interviews
- Marketing collateral: booth, website, merchandise

# MEDIA INTERVIEWS

## -- PAST 12 MONTHS

- ASSOCIATED PRESS (3)
- FOX NEWS (NATIONAL) (1)
- BBC TV NEWS (UK INTERNATIONAL) (1)
- NEW YORK MAGAZINE (1)
- USA TODAY (1)
- WIRED MAGAZINE (1)
- SET TV I-WALKER TRAVEL (TAIWAN) (1)
- RTV (RUSSIA) (1)
- TF1 TV (FRANCE) (1)
- SPACE.COM (1)
- SPACENEWS.COM (1)
- GLOBAL NEWS: 9 X 16 (1)
- ALBUQUERQUE JOURNAL (2)
- LAS CRUCES BULLETIN (2)
- LAS CRUCES SUN-NEWS (4)
- SIERRA COUNTY SENTINEL (1)
- T OR C HERALD (2)
- KRQE TV (CBS) ABQ (2)
- KOAT TV (ABC) ABQ (1)
- KFOX TV (FOX) EP/LC (3)
- KTSM TV (NBC) EP/LC (4)
- KSFR FM (NPR) SF (5)
- KDBC TV (CBS) EP/LC (2)
- BEIO TV NEWS (1)
- KVIA TV (ABC) EP/LC (3)
- KSL TV (NBC) SALT LAKE (1)
- KUPR FM ALAMOGORDO
- KKOB AM ABQ (2)
- NEWS NEW MEXICO RADIO SHOW (1)
- GROUP TOUR MAGAZINE (1)
- HEISE NEWSPAPER PUBLISHING GROUP (GERMANY) (1)
- JANE'S AIRPORT REVIEW (UK) (1)
- NEW MEXICO WATCHDOG (1)
- FAULT LINES NEWS DOC. AL JAZEERA AMERICA TV (1)
- SWISS ENGINEERING MAGAZINE (1)
- NEUE ZUERCHER ZEITUNG (GERMANY) (1)
- EOS MAGAZINE (NETHERLANDS) (1)

# **MEDIA TOURS**

## **-- PAST 12 MONTHS**

- **ASSOCIATED PRESS**
- **ALBUQUERQUE JOURNAL**
- **LAS CRUCES SUN-NEWS**
- **LAS CRUCES BULLETIN**
- **KFOX TV (FOX) EP/LC**
- **KTSM TV (NBC) EP/LC**
- **KVIA TV (ABC) EP/LC**
- **KFOX TV (FOX) EP/LC**
- **KOB TV (NBC) ABQ**
- **BBC NEWS (UK INTERNATIONAL)**
- **FOX NEWS (NATIONAL)**
- **SWEDISH PUBLIC TELEVISION, SVT**
- **GLOBAL NEWS: 9 x 16 (CANADA)**
- **KBS (KOREAN BROADCASTING SYSTEM)**
- **AL JAZEERA TV**
- **BELO TV NEWS GROUP (10 STATIONS IN U.S.)**
- **ABC NEWS 7 (KVIA)**
- **SET TV I-WALKER TRAVEL (TAIWAN)**
- **WIRED MAGAZINE**
- **NEW MEXICO MAGAZINE**
- **FRENCH FT1 TV**
- **ICON MAGAZINE**
- **DISCOVERY CHANNEL**
- **SMITHSONIAN MAGAZINE**

# MEDIA VISITS BY COUNTRY

- AUSTRALIA
- CANADA
- COLUMBIA
- FRANCE
- GERMANY
- ITALY
- JAPAN
- KOREA
- MEXICO
- NETHERLANDS
- NORWAY
- POLAND
- RUSSIA
- SPAIN
- SWEDEN
- SWITZERLAND
- TAIWAN
- UNITED KINGDOM

# ECONOMIC IMPACT OF SPACEPORT



- **CONTRIBUTIONS TO DATE**

GRT paid by NMSA: ~\$11M

Doña Ana & Sierra Spaceport GRT (25%) to local Education: ~\$9M

Jobs to New Mexicans: >1300

- **PROJECTED JOBS**

Launch Customers

Visitor Experience

Construction

Check [www.SpaceportAmerica.com](http://www.SpaceportAmerica.com) for announcements

# CURRENT OPERATIONAL IMPACT

<u>Employer</u>	<u># Direct Jobs</u>	<u># Indirect Jobs</u>	<u># Induced Jobs</u>	<u>Total</u>
NMSA	9	13	6	28
Protective Services	20	30	12	62
General Services	5	7	3	16
Technical Services	5	7	3	16
Hospitality Management	5	7	3	16
Other Support Service Contracts	10	15	6	31
Virgin Galactic	5	7	3	16
TOTALS	59	87	37	183

- **INDIRECT JOBS ARE CREATED WITHIN SUPPLY CHAIN AND VENDOR COMPANIES**
- **INDUCED JOBS ARE CREATED BY THE SPEND OF DIRECT AND INDIRECT INCOMES**

- **ASSUMPTIONS**

Based on U.S. Bureau of Economic Analysis Regional Input-Output Modeling System

# FY2015-16 OPERATIONAL IMPACT (PROJECTED)

<u>Employer</u>	<u># Direct Jobs</u>	<u># Indirect Jobs</u>	<u># Induced Jobs</u>	<u>Total</u>
NMSA	18	27	11	56
Protective Services	25	37	16	78
Hospitality Management	40	59	25	124
Other Support Service Contracts	20	30	12	62
Virgin Galactic	75	111	47	233
SpaceX	25	37	16	78
Other Tenant	15	22	9	47
Additional Indirect Tourism		327		327
<b>TOTALS</b>	<b>218</b>	<b>650</b>	<b>135</b>	<b>1003</b>

- **INDIRECT JOBS ARE CREATED WITHIN SUPPLY CHAIN AND VENDOR COMPANIES**
- **INDUCED JOBS ARE CREATED BY THE SPEND OF DIRECT AND INDIRECT INCOMES**

- **ASSUMPTIONS**

Based on U.S. Bureau of Economic Analysis Regional Input-Output Modeling System  
Uses NM Tourism Travel Economic Impact Model

# FY2017-18 OPERATIONAL IMPACT (PROJECTED)

<u>Employer</u>	<u># Direct Jobs</u>	<u># Indirect Jobs</u>	<u># Induced Jobs</u>	<u>Total</u>
NMSA	18	27	11	56
Protective Services	25	37	16	78
Hospitality Management	60	89	37	186
Other Support Service Contracts	30	44	19	93
Virgin Galactic	150	222	93	465
SpaceX	50	74	31	155
Other Tenant	25	37	16	78
Additional Indirect Tourism		514		514
<b>TOTALS</b>	<b>358</b>	<b>1044</b>	<b>222</b>	<b>1624</b>

- **INDIRECT JOBS ARE CREATED WITHIN SUPPLY CHAIN AND VENDOR COMPANIES**
- **INDUCED JOBS ARE CREATED BY THE SPEND OF DIRECT AND INDIRECT INCOMES**

- **ASSUMPTIONS**

Based on U.S. Bureau of Economic Analysis Regional Input-Output Modeling System  
Uses NM Tourism Travel Economic Impact Model

# QUESTIONS?



[WWW.SPACEPORTAMERICA.COM](http://WWW.SPACEPORTAMERICA.COM)

**MONTHLY NEWSLETTER SIGN-UP IN THE FOOTER OF HOMEPAGE**